

Quick Motivation Experiments

If your current experiment idea requires more time than you feel you have, here are a few very useful alternative vehicles you can consider to sharpen your practice. As a reminder, your goal is just to finish one dry run/initial take on the experiment to see how it goes.

1. Concierge Test

As you probably remember, this is where you hand create the experience you think your proposition will deliver. Just doing one of these will give you a strong baseline in applied experimentation.

Remember, the way you create the experience might be cumbersome (for you) to the point of being almost ridiculous- that's OK. As long as it's a meaningful (if imperfect) delivery of your proposition, it's worth a try.

2. Google AdWords + Landing Page

This is a classic: present search-driven ads on Google that then link to a landing page where the goal is to get your visitor to sign-up for email updates on your product (or service).

If you've done it before, you know it's a quick way to test market a proposition. If you haven't, it's a good skill to have in your back pocket. Also, if you finished the Google AdWords template during the sections on personas and problem scenarios, you're already a good part of the way done.

The biggest qualifier for this vehicle is that it does have to be plausible that your customer would do a Google search to find your product.

The Google tutorial is pretty good for the AdWords part:

https://support.google.com/adwords/answer/6146252?hl=en&ref_topic=3119071&rd=1

[Unbounce](#) is a good site for simple landing pages and they have their own tutorials.

3. Sales MVP

This is always a good one- try to sell someone a preorder of your product or service. See who buys, see why. If you don't have experience in sales, this can be kind of awkward but it is one of the shortest paths to test motivation.

3. 'Conceptual Wizard of Oz'

The idea here is to talk about the problem you want to solve and (optionally) the way you want to solve it. Write up a blog post or create a demo and promote it online. Start with your own Facebook and/or Twitter and/or LinkedIn account.